

unless a coworker decides to research the truth of the individual's claims.

The first element of the thought virus,
->I earned a PhD in mathematics<- ,

serves as a penetration agent. The sociocultural sphere, i.e., the business environment in which the individual works, is conducive to those who have earned academic degrees. The individual's coworkers hold in high esteem anyone who holds an advanced academic degree. Thus the thought virus will bypass the targets' mental defensive structures through a pre-existing memetic structure in the workplace sub-matrix, onto which it will bind. The preexisting memetic structure onto which the thought virus will bind is:

- those who hold academic degrees deserve respect and attention within the workplace<-

Once the virus has penetrated the target's defenses, the programming, or instruction, is given:

->I wish to do the billing work<-

This programming has a high probability of being accepted due to the known and assumed aspects of the mental structures inherent in the target population.

The final portion of the thought virus is the replication mechanism. By informing the target mind that

->I earned my PhD at Harvard University<- ,

the target becomes likely to share that information with his colleagues. Since the members of the target social group all share similar ideals and respect toward the academic degree system, they are likely to transmit (tell) all of their workplace acquaintances what they have discovered about the individual and the degree held. When the entire workplace has been infected by the thought virus, it becomes very likely the individual's desire will become manifest. If everyone knows the individual holds a PhD in mathematics they will likely pass on any mathematically related work.

Of course the entire process is set into motion only when the individual downloads the thought virus into the Root Social Matrix at the correct location. That is, the thought virus cannot

work its magick until the individual releases the thought virus by informing one of his coworkers that
->I hold a PhD in mathematics + I earned my PhD at Harvard University + Therefore I wish to do the billing work<- .